AMENDMENT TO THE CLAIMS:

Without prejudice, the listing of claims given below will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1-43. (Cancelled)

44. (New) An interactive response processing system, the system comprising:

an interactive media subscriber network receiving response requests from a plurality of access devices associated with subscribers;

a communications message server operably connected to the subscriber network that receives a plurality of response requests in different formats and normalizes the response requests to a single format;

a collector connected to the communication message server and further comprising

a communication handler,

a plurality of event products, each corresponding to at least one of an interactive event application or a portion of an event or a collection of individual events,

an interactive response management system,

a master journal file, and

a gateway messenger,

the communication handler configured to collect the response requests and route them to the corresponding event products,

each of event products collecting, processing and storing information related to a respective event as well as processing the response requests corresponding to the event and logging at least a portion of the response requests through the interactive response management system in the master journal file,

wherein the collector is configured to store the interactive outputs from the subscriber network in a flat file; and

an aggregator connected to the collector through the gateway messenger, the event products further configured to route the response requests to the aggregator, the aggregator configured to aggregate the collected response requests corresponding to each of the plurality of event products.

45. (New) The system of claim 44, wherein each of the event products is configured to process the collected response requests corresponding to an event and to log at least a portion of the collected response requests corresponding to the event.

46. (New) The system of claim 44, wherein the collector is configured to store and route the response requests in real time.

47. (New) The system of claim 46, wherein the aggregator is configured to aggregate the collected response requests in real time.

48. (New) The system of claim 47, wherein the aggregator provides the aggregated response requests to a content producer.

49. (New) A method for processing responses in an interactive media network, comprising:

     providing an interactive media subscriber network, the subscriber network including a plurality of access devices configured to transmit response requests from a plurality of subscribers to the subscriber network;

     receiving a plurality of response requests with different formats from plurality of subscribers;

     normalizing each of the response requests to a single format;

     outputting the normalized response requests;

     collecting the response requests;

     routing the collected response requests to corresponding event products,

     collecting and storing the response requests corresponding to each respective event;

     processing the response requests corresponding to each respective event;

     logging at least a portion of the response requests corresponding to each respective event in a master journal file, the storing of the response requests being in a flat file;

     aggregating the collected response requests corresponding to each of the plurality of event products

50. (New) The system of claim 49, wherein the collecting and storing is done in real time.

51. (New) The system of claim 50, wherein the aggregating is done in real time.

52. (New) The system of claim 49, further comprising:

  providing the aggregated collected response requests to a content producer.

53. (New) A system for processing interactive media output from multiple individual subscribers, comprising:

  an interactive media subscriber network, the subscriber network including a plurality of subscriber access devices each configured to transmit the interactive output from a subscriber to the subscriber network in real time;

  a plurality of collectors each configured to collect in real time the interactive output from a respective subset of the plurality of access devices and to store the collected interactive media output entirely as a flat file containing the interactive output from the respective subset of the subscriber access devices;

  an aggregator operably connected to the plurality of collectors, the aggregator configured to aggregate in real time the collected interactive media output from the plurality of collectors.

54. (New) The system of claim 53, the collectors can process at least 100,000 responses per collector per second.

55. (New) The system of claim 53, further comprising:

  a communications message server operably connected to at least a subset of the plurality of subscribers and the collector, that receives the interactive output from said subset of subscribers and formats the output for transmission to the collector.

56. (New) The system of claim 55, wherein the communications message server parses and formats the response requests for transmission to the collector.

57. (New) The system of claim 55 wherein the collector includes a plurality of event products, each of the event products processing the interactive output corresponding to an event.

58. (New) The system of claim 57, wherein the event products are configured to log at least a portion of the interactive output corresponding to the event.

59. (New) The system of claim 58, wherein each of the event products generates and sends back response replies to the plurality of subscribers.

60. (New) The system of claim 55, wherein the at least communications message server normalizes the interactive output received from its corresponding subscriber network for transmission to the at least one collector.

61. (New) The system of claim 53, wherein the aggregator produces summary data regarding a combination of individual subscriber response data collected by the collector.

62. (New) The system of claim 61, wherein the aggregator transmits the summary data in real time to an application server operably connected to the aggregator.

63. (New) The system of claim 62, wherein the application server is operably connected to a producer event browser via a web server.

64. (New) The system of claim 62, wherein the application server is operably connected to a developer computer via a web server.

65. (New) The system of claim 53, wherein the response requests are wagers.

66. (New) The system of claim 53, wherein the response requests are polling responses.

67. (New) The system of claim 53, wherein the response requests are shopping purchases.

68. (New) The system of claim 53, wherein the response requests are sweepstakes entries.

69. (New) A method for processing responses in an interactive media network, comprising:
    receiving response requests from a plurality of subscribers, the response requests sent
using a plurality of access devices over an interactive media subscriber network;
    parsing and formatting each of the response requests;
    collecting in real time the formatted response requests entirely in a flat file; and
    aggregating in real time the collected response requests.

70.   (New) The method of claim 69, further comprising:

sending a broadcast signal to the plurality of subscribers, wherein the response requests from the plurality of subscribers are made responsive to the signal.

71 (New) The method of claim 70, wherein the parsing and formatting is performed in a communications message server, and the collecting is performed in a collector.

72. (New) The method of claim 69, further comprising:

sending a response reply to at least one of the plurality of subscribers via the subscriber network.

73. (New) The method of claim 69, wherein the collecting includes logging at least a portion of the response requests in the flat file.

74. (New) The method of claim 69, further comprising:

providing access to aggregated response information to a producer via a producer event browser.

75. (New) The method of claim 69, further comprising:

providing access to aggregated response information to a developer via a developer computer.

76. (New) The method of claim 69, wherein the response requests are polling responses.

77. (New) The method of claim 69, wherein the response requests are sweepstakes entries.

78. (New) The method of claim 69, wherein the response requests are wagers.

79. (New) The method of claim 69, wherein the response requests are shopping purchases.